

Amendments to the Claims:

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (previously presented): A method for selectively providing personalized interactive TV content comprising:

receiving interactive TV content via a first broadcast stream, the interactive TV content including tagged content, the tagged content being marked by a tag comprising first personalization data;

determining if the tagged content is targeted for a specific group of receivers based upon the first personalization data; and

upon determining the tagged content is targeted for the specific group of receivers, transmitting the interactive TV content via a second broadcast stream to the specific group of receivers.

Claim 2 (canceled)

Claim 3 (previously presented): The method of claim 21, further comprising:

selectively broadcasting the second personalization data to the at least one receiver.

Claims 4-5 (canceled)

Claim 6 (previously presented): A system comprising:

a receiving system configured to receive interactive TV content via a first broadcast stream, the interactive TV content including tagged content, the tagged content being marked by a tag comprising first personalization data; and

a transmitting system configured to transmit the interactive TV content to a specific group of receivers via a second broadcast stream upon determining the tagged content is targeted for the specific group of receivers.

Claim 7 (canceled)

Claim 8 (previously presented): The system of claim 22, further comprising:

a distribution system configured to selectively provide the second personalization data to the at least one receiver.

Claims 9-12 (canceled)

Claim 13 (currently amended): A non-transitory ~~tangible machine-readable medium~~ memory storing instructions, which instructions, if executed by a processor, causes the processor to perform an operation comprising:

receiving interactive TV content via a first broadcast stream, wherein at least some of the interactive TV content is including tagged content, the tagged content being marked by a tag comprising ~~the~~ first personalization data, and wherein the tagged content is personalized for display only by one or more receivers provided with ~~the~~ respective second personalization data;

determining if the tagged content is targeted for a specific group of receivers based upon the first personalization data; and

upon determining the tagged content is targeted for the specific group of receivers, transmitting the interactive TV content via a second broadcast stream to the specific group of receivers.

Claims 14-20 (canceled)

Claim 21 (previously presented): The method of claim 1, further comprising selectively receiving second personalization data by at least one receiver of the specific group of receivers, via a third broadcast stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 22 (previously presented): The system of claim 6, further comprising selectively receiving second personalization data by at least one receiver of the specific group of receivers, via a third broadcast stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 23 (currently amended): The ~~tangible machine-readable medium~~ non-transitory memory of claim 13, further comprising selectively receiving second personalization data by at least one receiver of the specific group of receivers, via a third broadcast stream, the second personalization data including data to permit the at least one receiver to output the tagged content.

Claim 24 (new): The method of claim 1, wherein the interactive TV content is received via the first broadcast stream from a cable head-end system.

Claim 25 (new): The method of claim 24, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 26 (new): The method of claim 1, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 27 (new): The system of claim 6, wherein the interactive TV content is received via the first broadcast stream from a cable head-end system.

Claim 28 (new): The system of claim 27, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 29 (new): The system of claim 6, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 30 (new): The non-transitory memory of claim 13, wherein the interactive TV content is received via the first broadcast stream from a cable head-end system.

Claim 31 (new): The non-transitory memory of claim 13, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.

Claim 32 (new): The non-transitory memory of claim 13, wherein the receivers of the specific group of receivers are TV subscriber set-top boxes.